

## ABSTRACT OF THE DISCLOSURE

Image enhancement processing can be carried out efficiently on image data obtained by a digital camera while a difference between models of digital cameras can be suppressed. Digital cameras are classified into groups of predetermined level ranges regarding characteristics of color, tone, sharpness and noise. Image processing conditions are also set for the respective groups in accordance with the level ranges thereof. When image enhancement processing is carried out on image data obtained by a the digital camera, the groups the digital camera belongs to are found for the respective types of characteristic, and the image processing conditions therefor are used for the enhancement processing.